

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/ 2019

BTQ3094 TQM FOR MANAGERS

(All sections / Groups)

23 OCTOBER 2018

9.00 a.m to 11.00 a.m

(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 2 pages, excluding the cover page.
2. Answer **ALL** questions. All questions carry equal marks.
3. Answers should be written in the Answer Booklet provided.
4. The students are allowed to use non-programmable calculator

Answer ALL questions. All questions carry equal marks.

(5 x 20 = 100 marks)

Question 1

- a. Explain the three spheres of quality and their activities. (10 marks)
- b. One of the 14 points of Prof. Deming is to *improve leadership*. How does improving leadership improve the quality? (10 marks)

Question 2

- a. One of the approaches to capture international markets is **globalisation**. How could the three global factors affect the quality-related decisions? (10 marks)
- b. Should the strategic planning process consider quality concerns at every step of the process? Why or why not? (10 marks)

Question 3

- a. Maruti Suzuki India (MSI) said it is asking customers of 52,686 new Swift and Baleno models to undertake a service campaign to inspect for a possible fault in brake vacuum hose. New Swift and Baleno units manufactured between December 1, 2017 and March 16, 2018 will be covered in this campaign, MSI said in communication to customers on its website.

A total of 44,982 units of new Swift, which was launched in February this year, and 7,704 units of Baleno are covered under the service campaign. When contacted, a company official said the exercise did not amount to a recall as the issue did not relate to safety. Brake vacuum hose is a rubber pipe that creates and releases vacuum while applying brake but it has no impact on braking and braking distance. Service campaigns are undertaken globally by automobile companies to rectify faults that may potentially cause inconvenience to customers, the company said. Customers will be contacted by dealers for inspection and replacement of the faulty part, MSI added. "The inspection and replacement will be done free of cost for the customer," the company said.

Automobile manufacturers in India follow a voluntary recall policy adopted by industry body SIAM in July 2012 under which if a company is of the opinion that there is a manufacturing defect that compromises safety of vehicles, it will voluntarily rectify the problem free of cost to the customer.

Continued..

Discuss the initiatives Maruti Suzuki India Ltd. introduced to improve the quality of service to their external customers.

(10 marks)

- b. Describe the concept of process benchmarking. How does process benchmarking improve a company's overall business performance?

(10 marks)

Question 4

- a. What is the over-the-wall syndrome? How can the over-the-wall syndrome be avoided?

(10 marks)

- b. Discuss the ways in which services are unique in comparison with manufactured goods. How do these differences affect the management of service quality?

(10 marks)

Question 5

- a. How can the basic tools within W.E. Deming's plan-do-check-act (PDCA) cycle be used as a process for continual improvement?

(10 marks)

- b. A service process is monitored using x-bar and R-charts. Eight samples of $n=10$ observations have been gathered with the following results:

Sample	Mean	Range
1	4.2	0.43
2	4.4	0.52
3	3.6	0.53
4	3.8	0.20
5	4.9	0.36
6	3.0	0.42
7	4.2	0.35
8	3.2	0.42

- i. Using the data in the table, compute the center line, the upper control limit and the lower control limit for the x-bar and R charts. ($A_2 = 0.31$, $D_4 = 1.78$, $D_3 = 0.22$)

(4 marks)

- ii. Is the process in control? Interpret the charts.

(6 marks)

END OF PAPER